

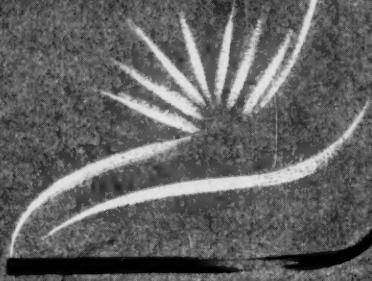
**LEATHER  
and SHOES**

THE INTERNATIONAL SHOE  
AND LEATHER WEEKLY

MAY 16, 1949

VOL. 117, NO. 22

**SHOESCOPE**



**original shoe designs  
and  
advance style guide**

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### Issue

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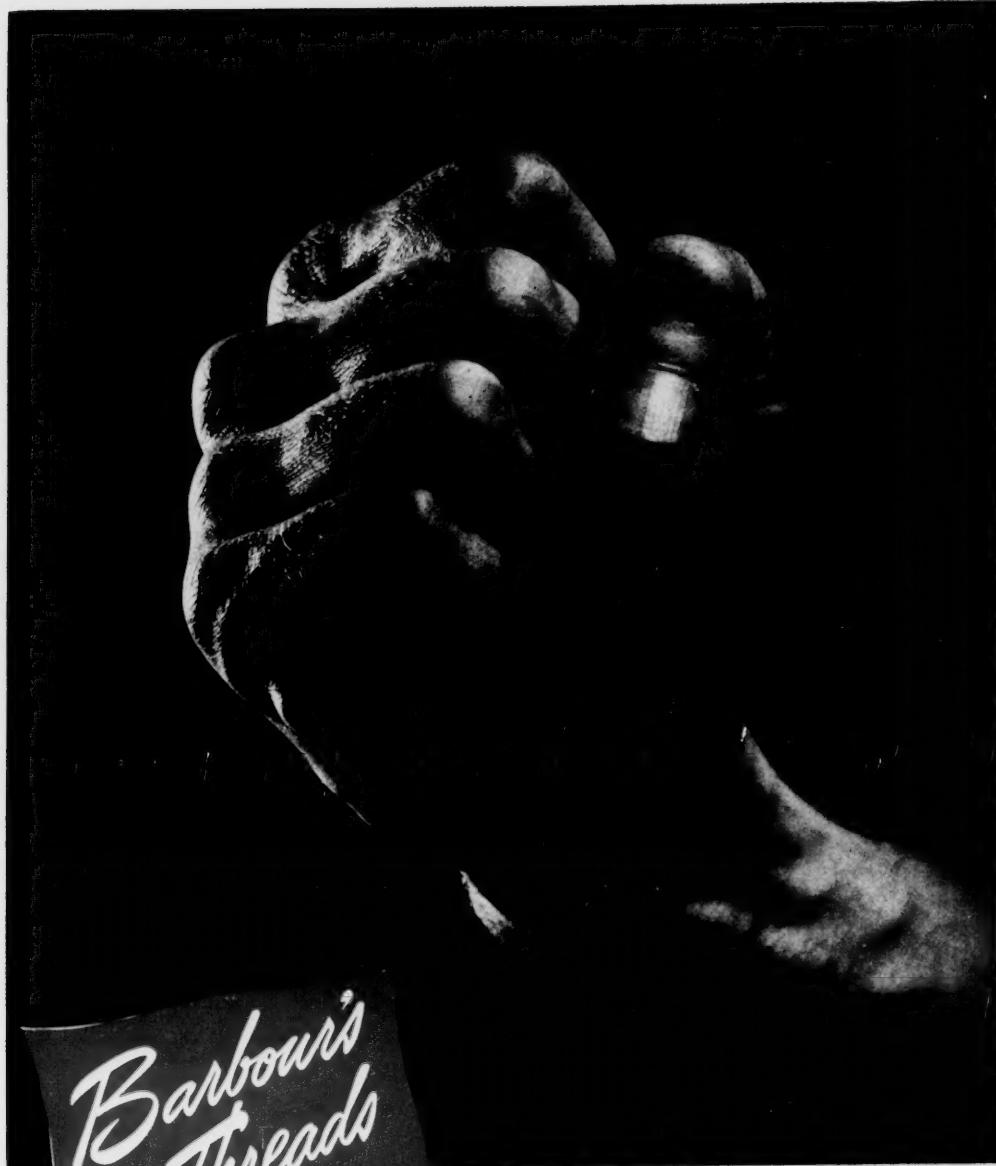
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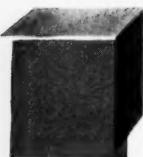
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The shoe fashion picture still catch-as-catch-can. Nothing really new and of significance has crystallized. Most of the "new" shoes to date chiefly done-over models, using an expanding variety of ingenious tricks to create the new out of the old. No single shoe or idea has caught on in any spectacular way. Shoe men are getting fidgety, waiting for something dynamically fresh to break. It may crystallize out of the Popular Price Show. Or the lull may hang over until Fall.

Meanwhile an almost unprecedented variety of "new" styles for Fall. Lots of unique ideas to change the face but not the character of designs. With shoe business not particularly active, emphasis is on new styles to inspire sales. So buyers buying many styles in small lots, selling them fast, then buying a new batch of styles again in small lots. Inspires sales, all right, but leaves shelves filled with odd pairs, remnants of broken size runs. Costly and unsound . . . but some buyers say it's "necessary" to meet competition and activate sales.

The new wall-toed lasts giving impetus to closed toes. These lasts provide comfortable toe room, one of the chief advantages of open toes. With the wall-toed lasts come the soft toe box and the extension soles, stitched or wheeled. And part of the picture is a new specialty welting adding a smartly decorative effect combined with weather-wise practicability.

Lots of sampling on plateau lasts with medium-narrow toe on a 17/8 heel. Another is a square toe with a "receding" wall, a soft taper. Going big. Much talk, too, about the closed toe, closed heel slip-lasted shoe on a 17/8 and 12/8 heel. Saddle oxfords with 6/8 heel are tending toward wider, rounder toes. The modified baby doll last continues to be a consistent seller. The last with a very small, blunt-square toe doing well in higher grades only, on 18/8-22/8 heels. And keep an eye open for an "overhanging toe" last. Narrow sole with "invisible" edge; that is, the toe projects beyond the sole edge. Still experimental, so far designated for high-grades only.

Looks like suede, calf and side leathers will account for around 85 percent of all shoes this Fall. Kid suede top choice. Patent and fabrics very sluggish. Patent doing well on trims only. Of the reptiles, snakes far in the lead. Most of these will be prints. Synthetics for uppers rarer than Republican presidents. But synthetic soles giving leather a rough fight,-- though yet to surmount the foot-health and porosity factors. Crepe soles continue to rise in popularity.

The extreme long reign of suede, like platforms, unexplainable. But some indications that it has passed its peak. Buyers report that some customers beginning to ask, "What else have you beside suede? I've been wearing so much suede lately." It may be a significant straw in the wind.

Black will account for 75-80 percent of Fall footwear. Brown has picked up much strength, will be second color, with rust and cinnamon leaders. Green in the darker shades is running third. Blue is next, will hold well because of blue costumes bought this Spring and to be worn for quite a while yet—not choice but necessity and economy for most women, despite the dictates of the fashion "authorities" that some other color will be the vogue.

Sandals and opened-up pumps look like the best sellers this Fall. To put it more positively, just about any shoe will sell so long as it's opened-up, sandalized. The last will and testament being written for ballerinas. Just about one more season and farewell. Softies hold good sales promise, are still on the rise. And don't underestimate the walking oxford, closed toes, light and smart design. Walled lasts are giving them impetus.

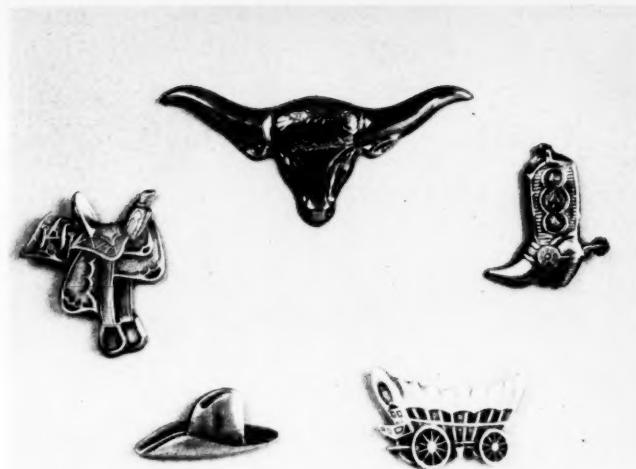
Casuals with crepe soles continue to rise in popularity. Very light-and-airy in appearance. Reports are that casuals will account for about 25-35 percent of sales, as against 65-75 dress types, for Fall. Chief sales advantage of the casual at present is price in a price-conscious market.

Ankle straps and instep straps biggest style item in the Fall picture. Every conceivable trick in the bag being used to create new strap versions—and practically every idea being accepted simply because it creates a "different" shoe. Straps tending either narrow or wide, few in-betweeners. Lots of lattice effects, use of stripping. Offsided or asymmetric straps will be prominent. Straps will be more ornamental, designed to create a decorative pattern via looping, criss-crossing, weaving, interlocking etc. effects. Look for plenty of multiple straps, but several narrow straps emerging from a single strap and converging again into a single strap that attaches by buckle or button.

Shell vamps continue to lead the parade. With practically

The sweeping influx of the Western influence in decorative touches increasingly affects shoes for boys, children and teen-agers. The kids can't see enough of them and, unfortunately, can't buy enough of them.

Smart salesmen see the handwriting on the wall, are stocking them, displaying them—and selling them like hotcakes. And with no sign of the western influence fading, it's a bright Fall picture for ornamental dude ranch touches such as exhibited here.



*Montana*  
*to*  
*Manhattan*



Here's the touch of glamor so vital to the fashion theme of lavish New York. Note the leaning toward the ornate, but nicely balanced by a subtle touch of reserve. And the novel touch for teen-agers—a ball and chain theme. Terrific appeal as decorative touches for loafers, mocs, and etc. And just as appealing for glamorous evening shoes, too.

**DESIGNS BY FOLAN**

# Popular Price Shoes---Overwhelming Bulk of American Consumer Buying

92 percent of all shoes sell for \$10 and under; 57 percent of all women's shoes sell at \$6 and under. The trend: more and more styles at lower prices.

**T**HE significance of the Popular Price Shoe Show of America, scheduled for May 23-26 in New York, rests on the fact that 92 percent of all shoes sold in 1949 will retail for \$10 or less, with heavy emphasis on "less." Popular price footwear thus overwhelmingly dominates America's shoe market. Nor will the line stop at 92 percent. Before the war it was around 95 percent, and it will likely reach that mark very shortly.

As everyone knows, the "trend" toward lower price shoes is not the result of cutting prices but simply an increase in the manufacture and sale of lower priced lines.

At the same time, there is now a drive to vastly expand the number of shoe styles to be made, displayed and sold. Between these two "trends"—lower prices and more styles—a conclusion is crystallized: competition in this industry is again at white heat and will remain that way. The shoe industry, however, is a "solid" one in that production and sales rarely dip below an established base of three pairs per capita. Thus, before any year starts it can be accurately predetermined how many pairs will be safely made and sold by year's end, on the basis of population figures. What *can't* be foretold is what styles will sell. Hence the style factor, because it is the biggest gamble in shoe business, also is a large determinant of whether a firm will have a successful year.

## Price Trends

Time was (back around 1946) when practically any shoe within practically any price range could sell. In 1946 around 76 percent of shoes sold for \$10 and under; in 1947 it was 82 percent; in 1948, 85 percent; in 1949 the estimate is 92 percent. And the trend will continue.

A breakdown of the 1948 figures is interesting. Of women's shoes, 84.7 percent sold for \$10 or less; of men's dress shoes, 62 percent;

boys' shoes, 98.8; misses and children's, 98.7; house slippers, 99.6. But if \$10 retail still sounds high, let's take a further breakdown. Of women's shoes, 56.9 percent sold for \$6 and under, retail; 38.3 percent of men's dress shoes sold for \$7.50 and under; 76.5 percent of boys' shoes retailed for \$6 and under; 85.9 percent of misses and children's sold for \$6.50 and under; while 90.4 percent of all house slippers retailed for \$5 and below.

The percentages of the above-stated prices are expected to be even higher in 1949, and still higher in 1950. In short, more and more shoes will be sold at lower prices. And, as manufacturers, retailers and others bring into play efficiency and economy measures, shoes will be made and sold for continually lower prices without affecting profit. This is highly significant, as most of the industry's economists believe that increased shoe consumption warranting larger production and sales levels annually can be achieved primarily through lower prices that provide the incentive to buy more pairs of shoes—to increase the shoe consumption level above the three pairs per capita.

## Style Saturation Point?

Over 200 new Fall lines will be introduced at the Popular Price Shoe Show. Many hundreds of new styles will be shown. At the recent St. Louis Shoe Show, some 8,000 new styles were displayed. This is an indication of the times, economically and otherwise. Shoe men, feeling a need to stimulate new business or maintain high sales levels, have turned to new styles (in addition to lower prices) to activate sales. Manufacturers and wholesalers report that much of the buying to date is in small lots and more frequent re-orders and turnover. But repeat sales are now in terms of *new* styles rather than re-stocking of previously purchased styles.

That is significant. The demand for a fast style turnover can be

very costly. Retailers use the styles to draw in customers. But what of the broken size lots? These become costly, must be sold at sharply reduced prices if there is to be no refilling of sizes on that style line. Moreover, a lot of styles—more than ordinary—limits the number of sizes that can be carried or the inventory carried. Some retailers report plenty of incoming customers—lured by styles in windows—but an increasing number of lost sales due to lack of sizes in desired styles. So we reach for a question: where is the safe style saturation point? However, retailers say they "must" stock increasing numbers of new styles to meet competition, satisfy customers' demands for new styles, and inspire sales. This, however, can become an economic trap.

## Easter Business Brisk

The National Assn. of Shoe Chain Stores reports that shoe chain stores showed an increased business of six percent this Easter over last. Associated with this is the fact that shoe production over the last six months has been 27,000,000 pairs below the corresponding period of a year before. These two facts are significant. Easter business has cleared much stock from retail shelves, leaving a forthcoming substantial demand for shoes to refill. Also, it is expected that the last six months of this year will show a higher level—about 13,000,000 pairs—than a year ago, for replacement needs.

Thus the outlook for actual business, both production and retail, is good. The anticipated 3,000 buyers and visitors at the Popular Price Show are expected to place substantial business with sellers. Price and style, more so than at any time since war's end, are expected to be under terrific buyer pressure. However, sellers are prepared for such demand of new styles and at prices keyed to—prepared with an enormous number today's (and tomorrow's) market.



**A.**  
A shell vamp outline on a front or T-strap; closed heel and shank, open toe.

**B.**  
High-riding instep strap, open shank and toe, closed heel, combination teardrop and diamond cutouts on vamp.

**C.**  
Walled toe last with stitched extension sole edge; three offside inside straps converging into one.

**D.**  
Suede shoe with cluster of nail heads for trim; nail heads small, compactly spaced, and of contrasting color.

**E.**  
Walled toe last with stitched extension sole; rope or cable stitch for trim.

**F.**  
Asymmetric strap, closed shank inside, open shank outside; in suede or smooth leathers.

Straps represent the theme of these half dozen new Fall fashions. The unique and delicate variations of strap treatments range from the conventional to the novel, but all designed in attractive good taste with specific application to the value field. A variety of smart new front effects—walled-toe lasts, stitched extension soles, cutouts, etc.—also find a role here. Straps are expected to dominate the Fall picture. This sextet of strap suggestions seem sure-fire in practical style appeal.

*A. Softie type with large pinked and slashed tongue, fitted with lace-through strap.*

*B. Reversed pleated tongue on a one-strap softie; dipped quarter line with printed tabs at back.*

*C. Unusual strapped quarter and front strap on a brushed leather shoe with crepe sole.*

*D. New up-the-front one strap with interesting back part and popular wrapped crepe sole.*

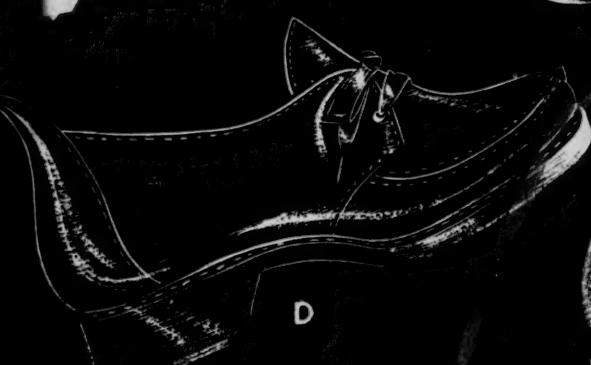
*E. Crepe sole sandal made on slip-lasted or regular construction.*

*F. Interesting ghillie treatment combined with new pleated tongue on a wedge heel softie.*



**T**HE continued popularity of flats has inspired these six smart sketches. They are particularly designed for the teen-age group and contain novel touches to attract the style-conscious eyes of these youngsters. Note that the monk-type strap plays an important role in these shoes, as does the crepe sole.

The versatility of the flat heel allows for a wide range of style play created around it. The designer has taken ingenious advantage of this opportunity to present a sextet of clever ideas slanted for Fall in the popular-price field.



**A**

Popular "lightened" version of ski boot; heavy unlined brown leather with tan leather straps and tongue, brass hooks and eyelets.

**B**

Two-tone shoe in dark brown and tan calf; cowboy trim, green and red fancy stitch, silver buckle and tip on strap.

**C**

More "Western influence": a two-tone in red calf with black saddle and red underlay; black fancy stitch and hard runner sole.

**N**OT IN MANY YEARS has the boys' footwear field received such an inspiring style lift as motivated by these unique new treatments for this style-neglected branch.

Says Miss McCallister, "Boys are going to demand and get that rugged, bold look in their shoes even if they have to re-make the shoes themselves." (It's reported that youngsters are buying men's work shoes, cutting off the tops, and decorating the shoes with gadgets and colorful materials.)

Highly popular are revised patterns of cowboy and ski boots (on cowboy boots eliminating the high heel and square pinched toe). The use of flashy trim, heavy saddle stitching, brass eyelets, metal hooks and buckles, tricky straps and other touches carry out the effective bold look for boys. Also used are heavy unlined leathers with natural rawhide trims. High backstays are used as "grippers". Soles of crepe, hard rubber and heavy leather are also effective.

**F**

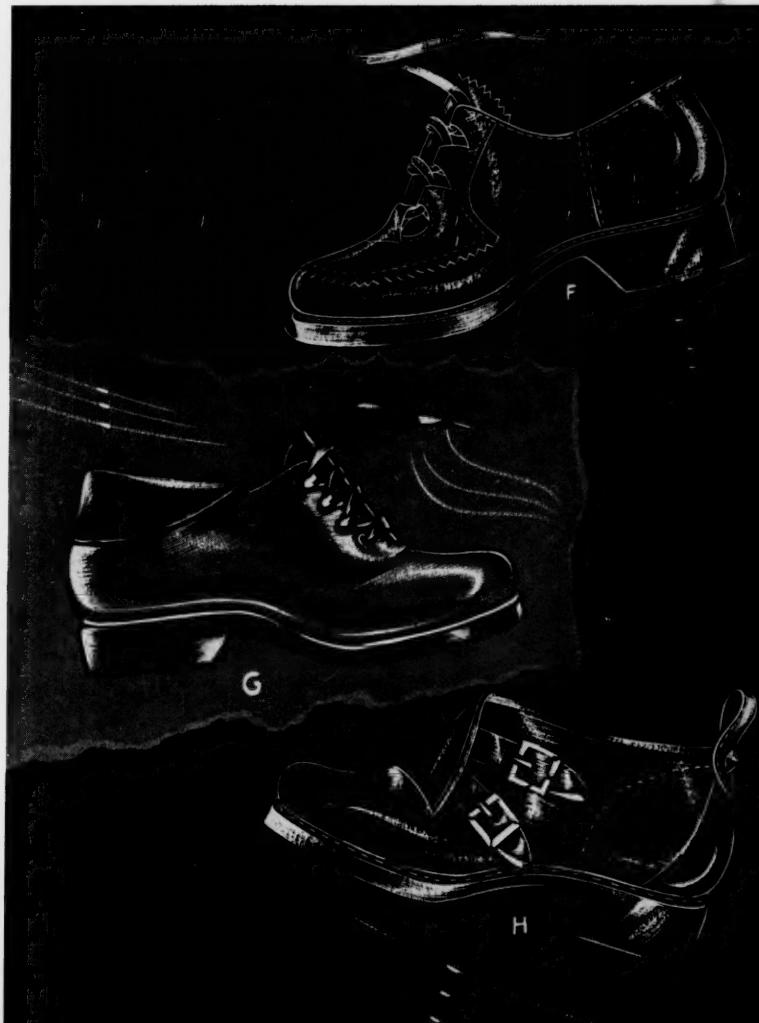
A new ghillie of tan calf with pinked edges and heavy saddle stitching.

**G**

Black reversed calf, unlined. The red leather collar to be worn up or down; brass hooks and eyelets; yellow crepe sole.

**H**

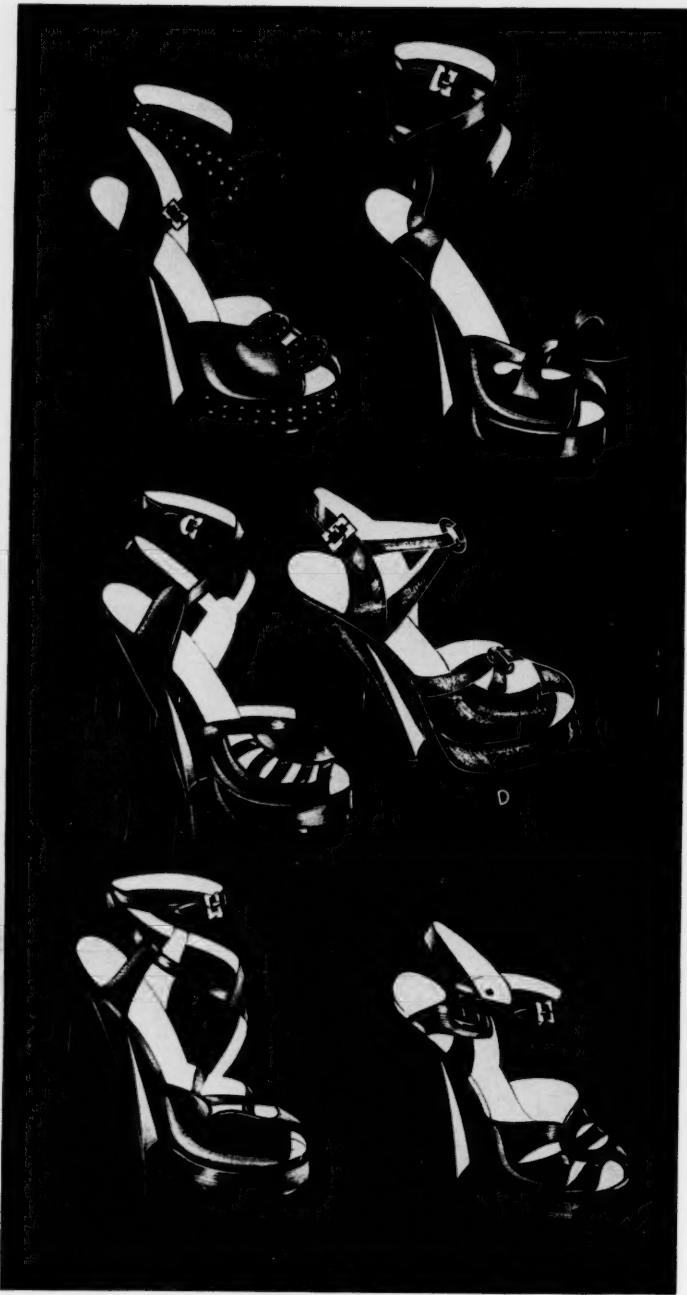
Brown elk or other heavy leather; rawhide binding, strips and backstay; red hard rubber sole.

**D**

Dark red calf, heavy black stitch, black rubber sole; high back stresses bold look.

**E**

The longer moccasin plug with Goodyear stitch; in all brown calf with red hard runner sole.



A.  
New quarter treatment with studs carried through on vamp and platform.

B.  
New wrap-around with unique quarter treatment with same vamp motif; half inch platform.

C.  
Shell vamp with new  $\frac{1}{4}$  inch stripping effects on ankle strap and vamp.

D.  
Reversible stripping on vamp and quarter going through decorative metal loops.

E.  
Cross strap wrap-around with same effect on shell vamp.

F.  
Double row of studs on platform, with stud motif on vamp and quarter.

THESE dozen exquisite models of new evening shoes for Fall highlight several important features: the emphasis on opened-up effects; decorative studs or nail heads; pleats; low-cut vamps; unique strap and quarter arrangements; and handsome vamp treatments.

The designer, by applying practicable ingenuity, has made these shoes adaptable to either popular-price or highgrade footwear in terms of construction and materials. Thus these designs possess a great deal of styling versatility from both an esthetic and practicable viewpoint—enough versatility to provide strong points of interest for every shoe man.

**G.**  
Knotted saddle on quarter and V-cut shell vamp.

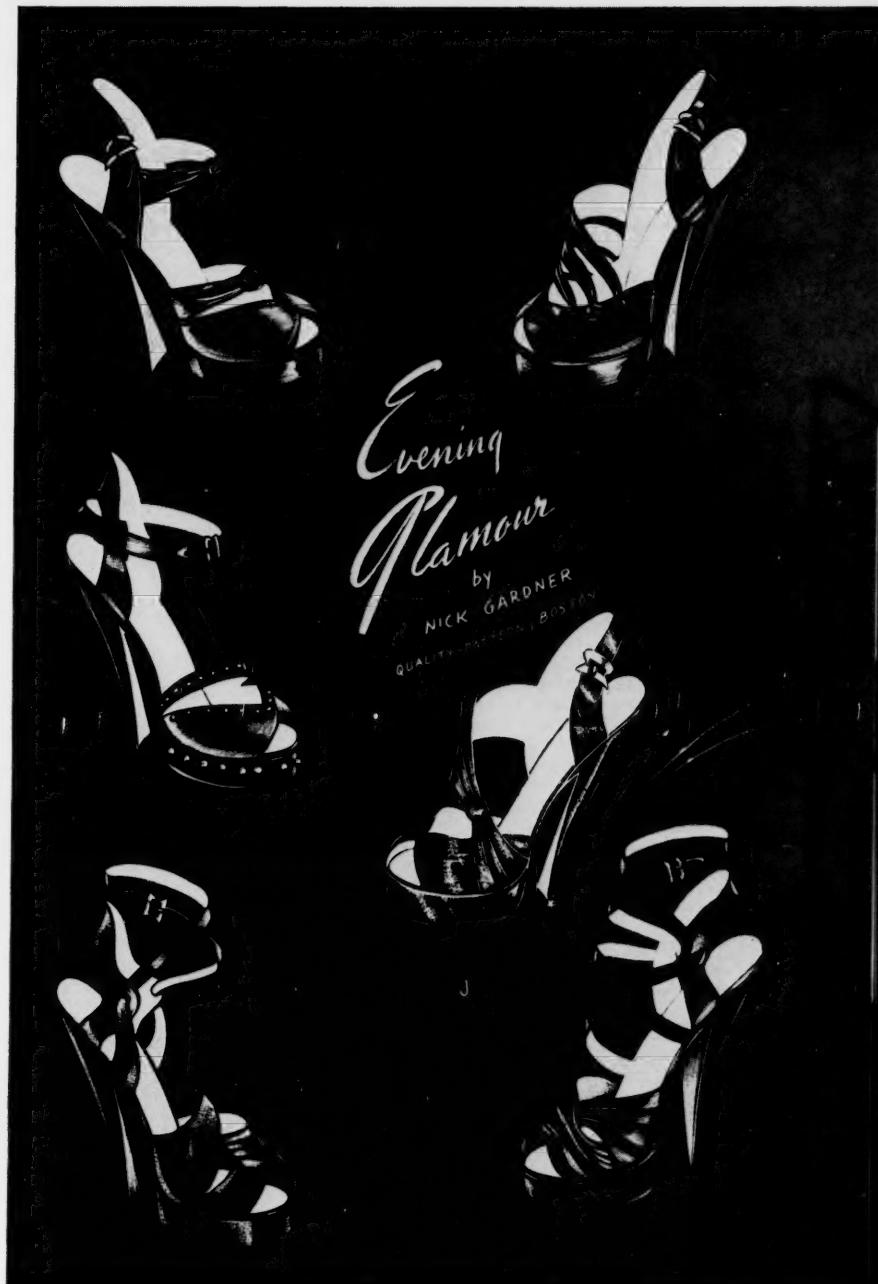
**H.**  
Offside draped strips (5-16 inch) with knotted button at end of each strip.

**I.**  
Stud motif on strap, quarter, vamp and platform.

**J.**  
Offside shell treatment on pleated saddle coming from quarter and overlapping the vamp.

**K.**  
Offside pleated vamp with rabbit-ear effect, and a wrap-around quarter.

**L.**  
New wrap-around quarter with pleated vamp and novel cross-strap effect on quarter.



**SHOESCOPE National Survey—  
Fall Shoe Buying Plans**

# HEEL HEIGHTS

**Demand is for higher heels 16/8 to 20/8) in dress shoes, followed by 12/8 to 15/8.**

PRACTICALLY every type of heel will be "popular" in Fall footwear. This is no attempt at generalization, but rather is simply the way the chips are falling in the actual buying. With the ballerina still in the picture the virtually heelless heel will be with us; and with platforms still here we will have the 22/8-and-up heel, too. Perhaps the most significant point is that no matter what the height of the heel (except for those on ballerinas) the heel itself must contribute a style value of its own to the overall appearance of the shoe. In short, the heel has become more than a functional part of the shoe, but is meeting the demand for esthetic values as well.

0/8 to 3/8: These heights are keeping alive chiefly by virtue of the ballerina. And the latter appears to be near its last breaths. Some moccasin or other loafer or sports types are using the very low heel, but not enough to make an impression numerically.

4/8 to 7/8: These heights represent most of the "flats," and with the latter still very popular we will see a substantial portion of the shoe buying in these heel heights. The Fall back-to-school popularity of the loafer and moccasin types, along with many casuals and play shoes particularly in evidence in the early Fall, the 4/8 to 7/8 range will make a good showing.

0/8 to 11/8: This range has fared fair in the Fall buying plans, but is not outstanding. Chief reason: it is an in-between range, neither flat nor high. It is therefore a somewhat "negative" range that will be used for "fill-in" purposes on some shoes.

12/8 to 15/8: A very strong contender. A lot of wedges will fall into this category. Demand for higher wedges is increasing, but most of them in this range. Also, the lower, slimmer Cubans fall around the 15/8 height, have been "slenderized" by virtue of squared backs, and as a result have won new popularity. Then, too, many of the Dutchie and college heel heights are in this classification, and will be popular with the school or teen-age crowd.

16/8 to 19/8: By far the most popular range; a walkaway in the dress shoe group, and very strong even in some of the casuals. For instance, a substantial number of 18/8 wedges will be seen. The Louis and Continental heels are in this range, and demand for them is very strong.

20/8 to 23/8: Two factors chiefly gave this range a good position in the survey scoring: (1) the regular demand by a limited but appreciable slice of the women; (2) the continued demand for platforms, varying from 1/4 to one inch in height, and necessitating higher heels.

24/8 and up: Representing only a tiny fraction of the buying, and some of this only because a few of the more extreme heights in platforms continue to be made, requiring heels 24/8 and up.

SIGNIFICANCE: The survey revealed that for Fall buying dress types will outscore casuals by around three to one. This automatically indicates the use of the higher heel heights, as was corroborated by the survey. The most consistently mentioned heel was the 17/8. Again sheer economics have entered the picture. Women, said some buyers, are looking for more all-purpose dress shoes. This means that the heel height would have to be correspondingly all-purpose, suitable for various occasions. Hence the increased predominance of the 17/8, or 16/8 to 18/8.

The Cuban is being dressed up considerably, by virtue of some slenderizing effects and soft squaring of the back. As a result, the Cuban is gaining new popularity. Moreover, it is a "utilitarian" height, good for many occasions and for wider age range. On the other hand, the square back heel in other heights has not met with much success to date, though it is admittedly still experimental, especially in the higher types.

The popularity of flats does not seem to be declining, as there are several types of shoes accounting for a substantial portion of sales and requiring flatter heels (softies, ballerinas, loafer and moccasin types, playshoes, sport oxfords, etc.).

The leather built-up heel is still in its state of long hibernation. The answer appears to be simple: with the demand of all ages of women for lighter shoes—both in appearance and in actual weight—the built-up leather heel has not adapted very well. Even its old standby, the comfort oxford, has shed the leather heel in favor of the wood. And the failure of the spectator pump to make a substantial good showing in recent seasons has not helped the built-up heel, either.

HEELS							
	% 0-3/8	% 4-7/8	% 8-11/8	% 12/8-15/8	% 16/8-19/8	% 20/8-23/8	% 24/8 up
<i>East</i>	6	5	4	3	1	2	7
<i>Midwest</i>	7	4	5	3	1	2	6
<i>West</i>	7	6	4	3	1	2	5
<i>So. West</i>	7	5	4	2	1	3	6
<i>South</i>	6	4	5	1	2	3	7

**SHOESCOPE National Survey—  
Fall Shoe Buying Plans**

# SHOE TYPES

**In dress types it's the pump that's tops, with straps very close. In casuals the sandal is first choice. But opened-up shoes in any case.**

THE PATTERN in buyers' style selections has not changed much since our last survey. Primarily it's because there is really no single new style they can get their teeth into. More styles than ever this Fall—but chiefly "re-touches" of old or recent ideas. The pump holds top spot in dress types, but both ankle and instep straps (or combinations of ankle and instep) are very close behind. In casuals the sandal or sandalized casuals are a runaway. Loafer types remain firm in demand—back-to-school factor the chief reason. Softies hold promise for another good season, but ballerinas are preparing for a swan dive and fadeout.

But no matter what the shoe, in practically every instance the call is for opened-up types, cooler weather notwithstanding. A very large share of closed-up types will be in walled-toe lasts, which are making a strong comeback.

PUMPS: Both closed and open types look good, but with the latter dominating. On closed types a more modified toe, rounder or squared or softly walled. Emphasis on lines rather than decorative effects. And slim Louis heels far in the lead.

INSTEP STRAPS: Every conceivable type of strap trick will be in evidence in an effort to create new shoes around an old idea. The instep strap shoe very much in demand.

ANKLE STRAPS: Running slightly ahead of instep straps, but being used in combination with instep straps. Straps are narrower, designed to create a "design" around the ankle by interlocking or woven effects.

OXFORDS: Buyers are again leaning toward them—but lighter, dressier oxfords with opened-up effects. The walled-toe lasts have motivated the interest, along with the wheeled or stitched extension sole. And sport oxfords, more of them with crepe soles, will make a good showing, especially with the school crowd.

TIES: Some buyers are persistent in their belief that ties—instep or ankle ties—will sprout one of these days. Anyhow, they're buying a few, just in case.

SANDALS: A runaway in the casual field because of their opened-up features. Buyers are taxing manufacturers and designers with demands for new versions of sandals. Sandal's strength lies in its being one of those all-around shoes, good for dress or casual wear, and possessing the popular opened-up look.

Loafer Types: The Fall back-to-school movement puts loafer and moccasin types up among the leaders. And buyers are planning to use decorative or ornamental effects on plainer types of these shoes—chains, insignia, novelty touches, etc.

PLAYSHOES: With the summer season past there will be an expected decline in this type—though it will be strong in the early Fall picture. Practically any type of casual that can't be specifically classified falls into the "playshoe" class, so there's a lot of flexibility here.

SOFTIES: Another very popular number with the school crowd, so buyers are planning for a good softie season. However, it is believed that the peak has been passed.

BALLERINAS: Almost a nationally unanimous opinion that the ballerina is ready to give up the ghost. However, there'll be a good showing of them this Fall—chiefly because nothing has yet turned up to take their place.

SIGNIFICANCE: Styles are in a "transitional" state. Most of them are hangovers from previous or prevailing types, but with much retouching to create "new" styles. But buyers are a little anxious. With more variation in styles than ever coming into the fashion picture the worry is about enough sizes to meet demand. New styles will lure customers into the store, but satisfactory size runs on hand are necessary to send those customers out of the store with a bundle under the arm. That's a costly proposition with a large number of styles—that is, a larger than ordinary variety of styles.

So buyers believe this: Watch for a more-than-usual number of bargain sales once the peak of the Fall season has passed—to get rid of a lot of odd-size lots, leftovers when the heart of the size runs have been eaten by early Fall buying. It will be costly to retailers who aren't careful. But they have little choice when competition is stocking a wide range of styles and showing them in windows, despite incomplete sizes in the store. And manufacturers are also warned to be careful. The retailer's loss might reflect on the manufacturer's cost sheets.

## STYLES

	DRESS				
	Pumps	Instep Straps	Ankle Straps	Ties	Oxfords
East	1	3	2	4	5
Midwest	1	3	2	5	4
West	1	2	3	4	5
So. West	1	2	3	4	5
South	2	1	3	4	5

## CASUALS

	Softies	Balls	Sandals	Loafers	Playshoes
East	4	5	1	2	3
Midwest	4	5	1	3	2
West	2	5	4	3	1
So. West	5	3	4	2	1
South	3	5	1	4	2

## SHOECSCOPE National Survey— Fall Shoe Buying Plans

# COLORS

**Next to black, it's brown, green and blue in that order.**

**B**LACK WILL be the customary walkaway in this Fall's color picture. But of the other colors, brown shows biggest strength, followed by green, blue and red, in that order. There will be the usual splattering of other colors—grey, taupe, wine, etc.—but too small to be of consequence. Metallics, except for evening shoes or trim effects, show little promise. The much-talked-about bronze and copper of a season or so past has proved more talk than action. Multicolor footwear will make a fair showing, though nothing outstanding.

**BLACK:** Will likely account for around 30 percent of all shoes for Fall, particularly late Fall on. There is an added reason for black's strength this year: economics. Black is a utility color, an all around go-with color that has an appeal for price-conscious women who must think in terms of one pair of shoes to go with several costumes. And black will predominate in the duller finishes.

**BROWN:** this will sharply replace blue which rated second place in Spring-Summer shoes. Buyers were vague as to tones of brown, indicating that no single shade has yet caught on in a big way. But some leaning toward darker shades. Again for economy reasons—the darker tones able to serve a more utilitarian fashion purpose for limited or cautious purses.

**GREEN:** Showing surprising strength—enough to replace blue for third place choice, though only by a hair. Why the leaning toward green? One comment caught the gist of general opinion: "Blue just had its fling, and red has been an in-and OUTER for the past few seasons. So green is now being given its chance to shine." Here, too, the leaning is toward the darker tones of green which have a rich appearance. No one expects green to be as big as blue was last Spring, but it will make an appreciable showing.

**BLUE:** This color will hold a strong position primarily by virtue of simple economics. Women bought a lot of blue in their outfits this Spring. They'll be using those outfits yet for a season or two ahead. Thus they'll

want and need blue shoes to go with these outfits. Not so much a matter of choice as necessity. After Fall it is expected that blue will fade sharply for a while—until another blue season makes its appearance.

**RED:** No more, no less than in recent seasons. It will have its small, customary demand, chiefly as an item to complete an ensemble. However, red trims or part of a multicolor picture will be seen appreciably.

**GREY:** Like red, it will be used as part of an ensemble—though grey clothing for Fall may come in strong. Grey is one color that no one seemed sure about; it could be stronger than anticipated, all depending upon Fall clothing selections. A substantial buying season in grey suits, coats and dresses could cause a run on grey shoes—could catch many retailers flatfooted as some of them were caught on blues this Spring.

**TWO-TONES:** These will do well, in their usual limited sphere, but in more subdued shades. Bright contrasting two-tones are out, but softer tones hold promise. Also, look for two-tones in finishes of the same color. For instance, black calf and black suede; or black kid and black patent. Shoe designers have fashioned many Fall styles along such patterns.

**SIGNIFICANCE:** It appears that no real significant features are in the color picture for Fall. Except for the return of brown into the second-choice spot (after black) to replace blue, and the slight movement up of green, the buying will follow pretty much the same order as in the past couple of seasons. No single color is really outstanding—that is, in a spectacular sense, as was the gold rush of a year or more ago.

If there is any reason that can be given for the current "lull" in the color situation it is simply that no really new types of shoes have come into the fashion picture to lend themselves to a special type of color. We are seeing no shoe craze such as the ballerina, the softie, etc. Shoes are simply "done-over" jobs of yesterday, of last season. And so are colors.

Economics also enter the picture, as pointed out in a couple of instances above. Conservative colors are more utilitarian in that they serve more purposes. With an increasingly price-conscious public there is less attraction to sparkling new colors, or "different" colors or shades. This factor is more important than many tanners, shoe manufacturers and shoe buyers realize. In short, as a study of "shoe color cycles" will show, colors are more conservative in times of economic caution or decline than in boom or less cautionary periods. The important thing is that colors in clothing (shoes included) reflect the public's economic mood.

	COLORS							
	Black	Brown	Blue	Green	Red	Grey	2 Tone	Metallics
<b>East</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
<b>Midwest</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>7</b>
<b>West</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>8</b>
<b>So. West</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>8</b>	<b>7</b>
<b>South</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>8</b>

## SHOESCOPE National Survey— Fall Shoe Buying Plans

# MATERIALS

**Suede the strong leader, with calf a close second, with good outlook for snake reptiles.**

**S**HOE BUYERS across the country are almost unanimous in their choice of suede as the favored selection in Fall footwear. The long reign of suede does not appear to be declining, according to the survey. Running a close second in choice is calf. However, as pointed out in the last issue of SHOESCOPE, by "calf" most buyers meant side leathers for the large part of their choice, but in their statements lumped calf and side leathers under the term calf. It was nip and tuck between glazed kid (exclusive of suede kid) and reptiles, with the latter having a slight edge in style footwear choices.

**SUEDE:** Kid suede was most specified by buyers in their buying plans, with calf suede a close second. Some buyers said they would concentrate on suede up to at least 50 percent of their buying of style footwear. Fabric and synthetic suedes were little mentioned, but on questioning it was found that "some cheaper grades" of suede were in the buying plans, and that fabric and synthetic suedes, almost wholly for low priced casuals, would be in the picture.

**CALF:** the majority of cases where "calf" was specified as choice was translated as side leathers, often confused with calf by many buyers. In the higher grades genuine calf will be in demand, but in volume grades side leathers will predominate heavily.

**REPTILES:** Snake was far in the lead, with the remainder split about evenly between alligator and lizard. In the volume field (under \$10 retail, and accounting for 92 percent of total shoe production) embossed leathers almost wholly predominate the reptile picture. Why snake in preference to alligator and lizard? Answers were that the call is for light-looking shoes, and in the reptile class, snake has the lightest appearance of the group.

**KID:** Glazed kid holds its position largely by virtue of the semi-dress shoes where comfort is the prime factor. To the opposite extreme, it rates tops in very high-styled shoes using such features as drapes, pleats, cuffs, etc. But these are higher-priced, and hence restricted in volume sales. As one buyer said, "Glazed kid has a positive place, but a restricted place, especially in volume footwear. We're buying up to limited requirements, that's all."

**PATENT:** This is having a difficult time regaining its popular foothold. Plenty of patent trims in the picture, but overall patent is stop-and-go. In no case did it make a strong showing. Perhaps one buyer's comment might be significant: "The call is consistently for softer finish leathers like suede and calf. Bright finishes—patent and other metallics—get little demand, except for decorative touches."

**FABRICS:** Fabrics have been "on the verge" for the

past couple of seasons. However, in buying plans they still aren't clicking to any important degree. Gabardine looks best, though will fall short of former good showings. Satins are next. Others are spasmodic or sketchy as to choice.

**SYNTHETICS:** As regards uppers, synthetics are restricted solely to very low-priced shoes—and even here are restricted. Period. The answer is simple, according to one chain store buyer: "While several satisfactory synthetic soiling materials have been found, we've yet to find a suitable one for uppers." However, there is a very slight increase in use of synthetic upper materials, due to price pressures.

**SIGNIFICANCE:** Between suedes and calf (including side leathers, of course), about 70-75 percent of the dress and casual shoes will fall into these materials categories. Some buyers said as low as 60 percent, others as high as 85 percent. The remaining percentage will be divided among all other materials, with glazed kid and reptiles debating for next choice.

However, the comments of several important buyers jibed on one significant point: suedes may have reached their peak with this Fall. They pointed to remarks being increasingly heard from customers: "What else have you besides suede? I've been buying mostly suede for several seasons now. I'd like a change." That's the gist of some customer remarks. It may spell the beginnings of a trend. Some buyers think so, but mostly on the basis of hunch rather than appreciable concrete evidence.

Patent and fabrics haven't succeeded in motivating any appreciable momentum in demand. Conditions for both are spotty. Fabrics, since their wartime boom and post-war plunge, have been awaiting a strong comeback for the past couple of seasons. But as yet no crystallization in this direction. Likewise with patent. However, this may be important: no really new shoe style trends—actual new shoes—have come into the picture to alter the demand for calf and suede in favor of other materials. If and when it happens, we may see a shift in materials demand.

	MATERIALS						
	CALF	KID	PATENT	REPTILES	SUEDE	FABRIC	SYNTHETICS
East	2	3	5	4	1	6	7
Midwest	1	3	5	4	2	6	7
West	2	5	4	3	1	6	7
Southeast	2	4	3	5	1	6	7
South	2	5	6	3	1	4	7



A.

The old two-buckle garter inspires a new high-riding version of a tricky wrap-around.

B.

Modified wall takes a narrow square throat,  $\frac{1}{8}$  inch straps completing the picture of a new casual.

C.

Built-up vamp with opened-up quarter. Tiny buttons in row are decorative on the instep.

D.

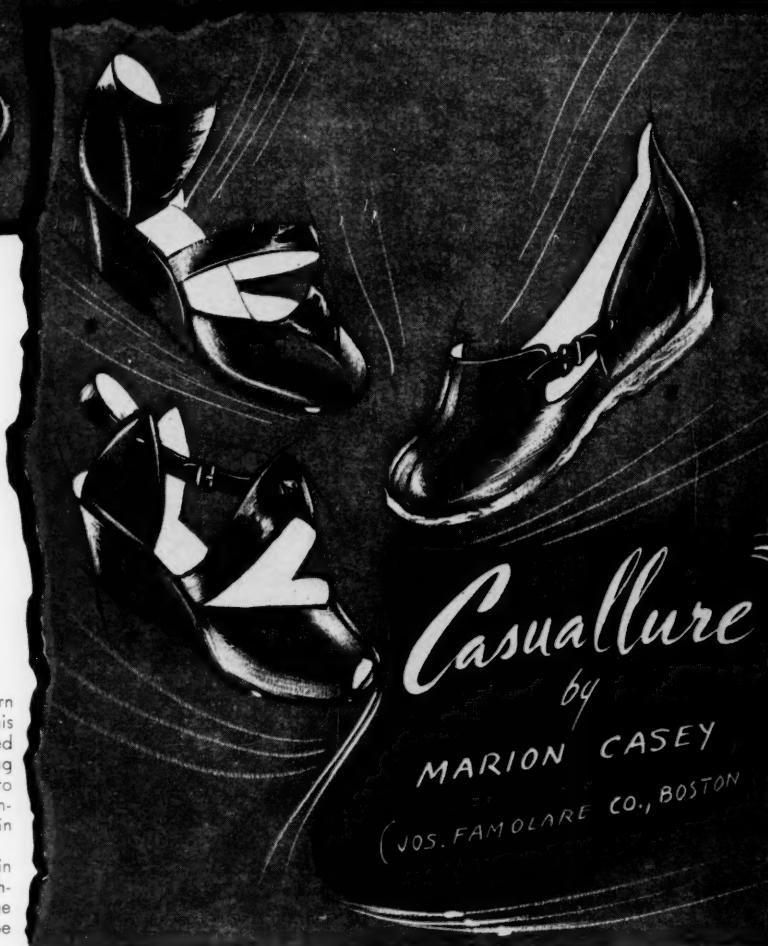
Offside flare that complements the vamp. All-over cutouts add to the desired light appearance.

E.

Crepe soles go with monk-type casuals. Outside buckle adjustable or non-adjustable.

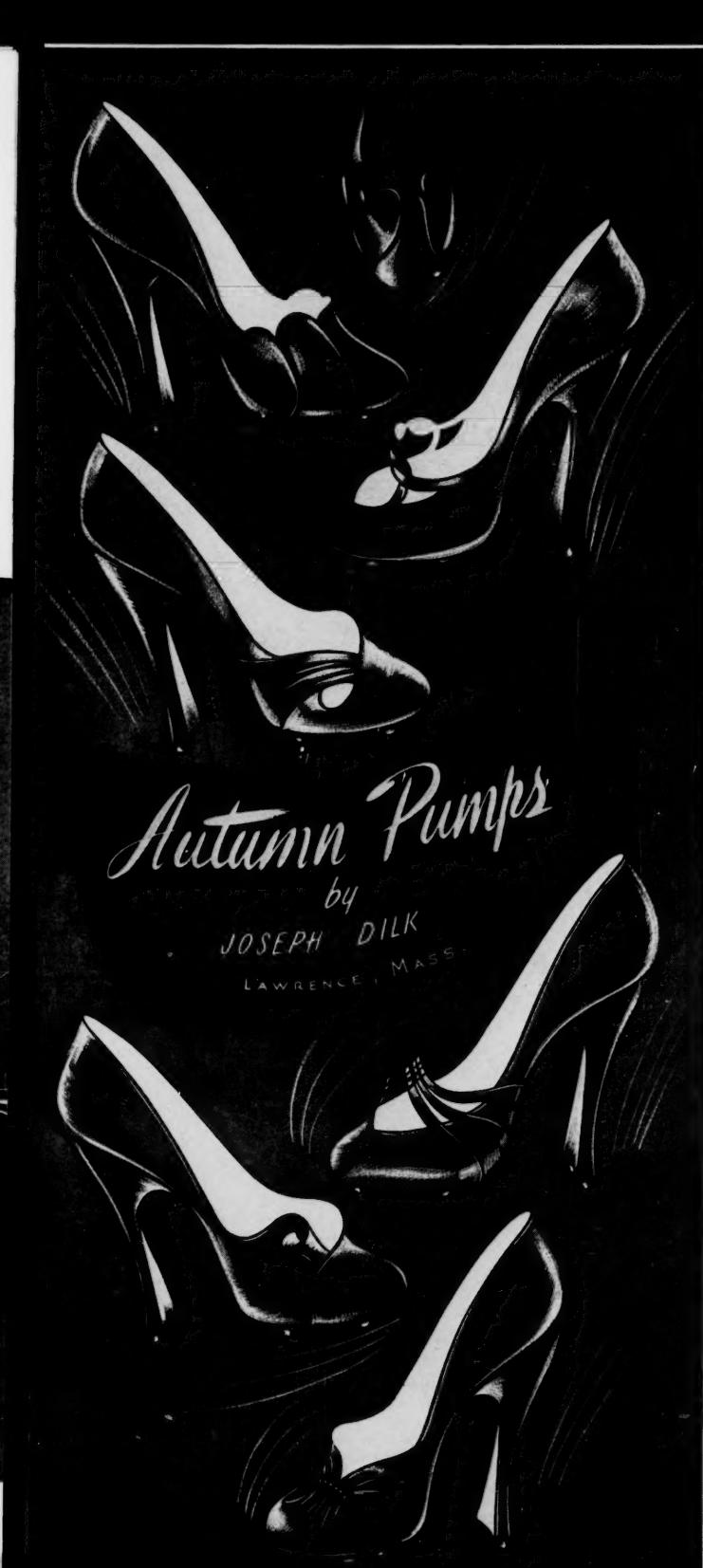
F.

Straps going through slots provide all-over adjustment. A bootee type with opened-up effect.



New notes in casuals continue to be born in the minds of ingenious designers. This sextette of casuals are specifically created for the popular-priced field. The mounting versatility of the casual, from dressy to rugged sport types, has made it a consistently major classification, with its main strength in the volume field.

Miss Casey has distinguished herself in this field with an outstanding creative technique in fashioning smart casuals. Here she has suggested what she believes will be sure-fire attractions for next Fall.



## *Autumn Pumps*

by

JOSEPH DILK

LAWRENCE, MASS.

A. Multi-piece shoe with sections forming scalloped top line, each piece piped. Can be in all over suede, or alternating pieces of suede and lizard, suede and calf, etc.

B. Dainty twisted strap shoe with diagonal strap and shell outline to create an airy pump.

C. Offsided pump featured pleated overlay, the pleat's emphasized by piping.

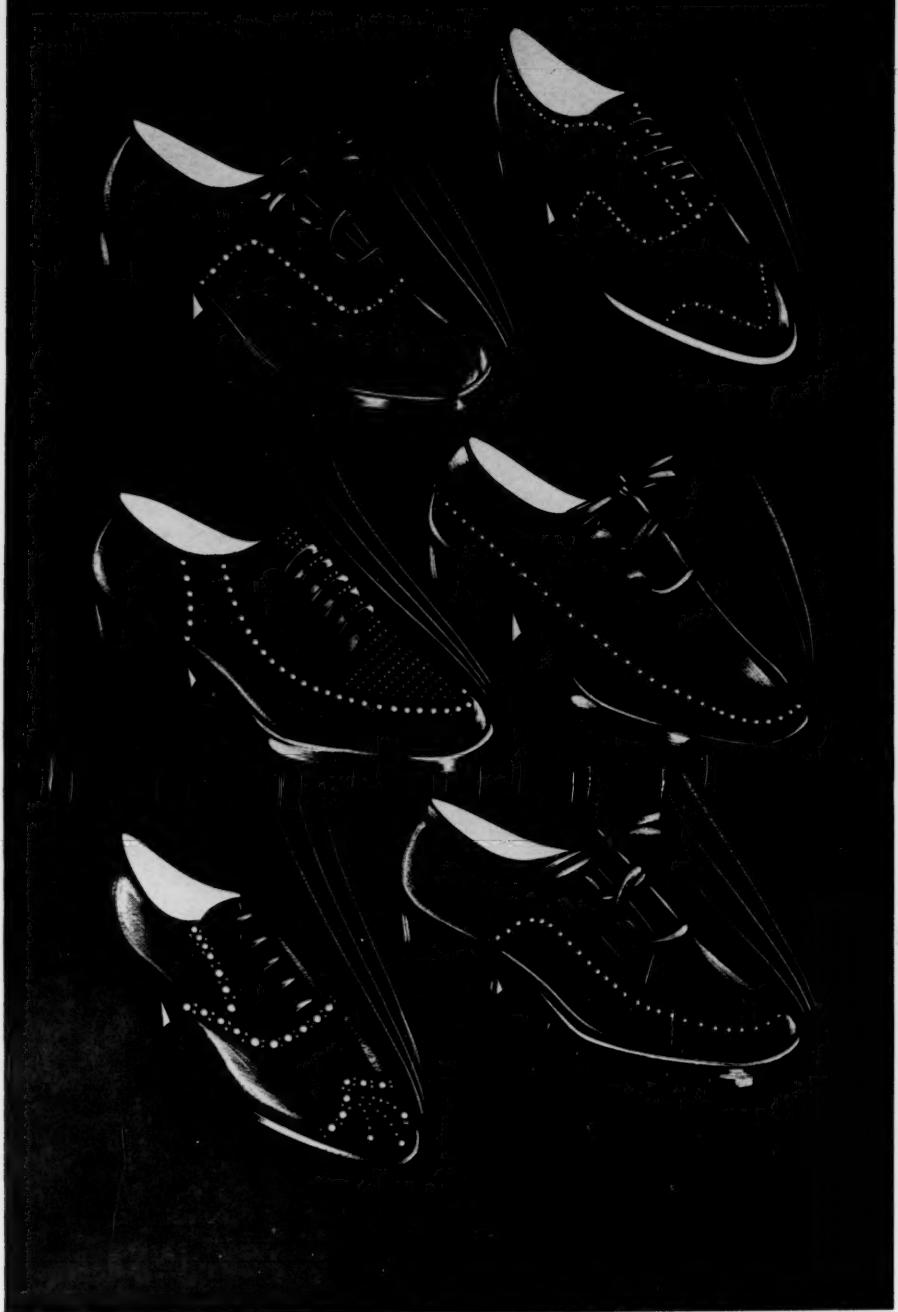
D. Pump combining high-riding and shell features, with piped matching cross straps, or may be contrasting material.

E. Roll or cuff type pump: particularly effective in suede with matching satin on inside of roll.

F. Softly draped shoe adaptable to suede. Has soft box toe.

**T**HE basic pump is one of the most beautiful, simple, flattering shoes created. It will be seen this Fall in many exquisite variations from the classic opera pump, closed-up, to the very light, airy, shell type.

The group presented here are on a modified tapered toe with an approximately 2 3/8 Louis heel. Joseph Dilk has made a reputation for himself by virtue of his concentration on simple lines rather than decorative effects to achieve his beautiful but practical designs. The end result is a graceful, easy-to-make shoe that appeal to fashion smart eyes.



**A.**  
Loop-laced Bal sport oxford; leather-faced moccasin vamp, leather-piped top line. Excellent in combination calf and suede.

**B.**  
Bal dress oxford in all-over grained leather.

**C.**  
V-shaped moccasin blucher; calf vamp and quarter with suede vamp insert-stitched and perforated.

**D.**  
Loop-laced blucher; four rows close fancy stitching; leather welt seam up vamp front; leather thong lace.

**E.**  
Bal dress oxford in all-over grained leather.

**F.**  
Loop-laced blucher in all-over smooth leathers, or combination smooth and brush; leather thong laces.



G.  
Blucher dress oxford in all-over pebble grain leather; four rows close fancy stitching.

H.  
Leisure type oxford with sleeve gore strap adjustment, in all-over smooth leather.

I.  
Novel "athletic" shoe converted into dress blucher.

J.  
Strap-adjusted blucher in all-over smooth leather.

K.  
Chukka boot, strap with buckle adjustment; in all-over calf or suede, with wide leather-bound top line and leather welt seam up vamp front.

L.  
Dress blucher in all-over calf or suede-calf combination; perforations in mocassin vamp are underlaid.

THESE dozen dashing designs typify some of the smartest styling effects in men's popular-priced footwear for Fall. The Bold Look still prevails to maintain the rugged appearance in demand by virtue of leather thong laces, leather loops, heavy clog or log rubber soles which may run up to 32 iron; leather-piped top lines or leather welting for decoration will also be in evidence.

Dressier types will be seen in narrower lasts or combination lasts in masculine grained leathers. Adjustable straps will find a role, too. And, of course, keep an eye on brush leathers in dress types.

These exclusive designs lend several fresh notes to the Fall fashion scene providing a unique masculinity which males will find attractive.

*Top Left:* Pointed cuff turns up or down on this platform wedge boot; in black glazed kid with colored platform and cuff; by Merri Miller.

*Top Center:* Stitched front detailing, high pointed back and large metal button distinguish this platform wedge boot by designer Merri Miller in brown crushed kid with red stitched detailing.

*Top Right:* All around stitching, high pointed front and back of heel; taupe suede kid boot with green mud-guard; by Al Lewis.



*Bottom Left:* Impression of lattice work is given in criss-cross button closing on cognac suede upper of this boot; by Ben-Burk.

*Center:* Three metal clips form the closing of this allover brown crushed kid boot; by Merri Miller.

*Bottom Right:* High grey suede top, zipper closed, contrasts with the Navy glazed kid lower part of this boot; by Ben-Burk.

# CREATIONS IN KID

SEVERAL of the country's leading shoe designers have teamed up to produce this array of kid fashions exclusively for SHOESCOPE. On the lefthand page we see smart fashion at its peak; on the righthand page the leaning is more toward the conservative, but nonetheless creative in providing smart but comfortable footwear complying with Fall styling demands.

"Boot-type" footwear blossomed in postwar Paris. But alert American designers have added several creative highlights of their own to this type of shoe. Molded by pliant, rich kid leathers—suede or grain—the result is something exquisite and unique in new shoe styles to inspire shoeman and consumer alike.



*Left: Red piping and buttons brighten this single strap comfort shoe in black glazed kid; by Irving Block.*



*Left: Five straps criss-cross into a two-buckle closing on this blue boarded kid comfort shoe; by Irving Block.*

*Above: Green kid underlays on the crossed straps of this brown kid comfort shoe add interesting contrast in color; by Irving Block.*

**STYLESCOPE**—Continued from page 21

every type of lattice effect having been tried, new ideas created around the shell are cropping up. Stripping treatments riding back and high up the instep. Or saddle effects. Or formation pieces.

Newest idea in quarters is one or more very large cutouts filled in with criss-cross stripings to give a latticed, window-like effect. Very impressive. Scalloped quarters continue to attract a lot of buying attention. Offsided or asymmetrical quarters also big. And quarters containing one or more decorative effects; for instance, beads or tiny nail heads. Plenty of open backs, but more closed backs ahead.

With Fall bringing a predominance of dress shoes over casuals (3 to 1), most popular heels will be in the 16/8-18/8 heights, followed by 19/8-21/8, then 12/8 to 15/8. Squared-back heels successful only in Cubans so far. Look for lots of high wedges—17/8 to 21/8, with most at 18/8. Flats, especially the 6/8-11/8 range, continue strong.

Pleated shoes a terrific seller—BUT ONLY if they're styled right, priced right, made right. Much interest in pleated tongues and fronts, especially high fronts.

Biggest note in ornamental effects is nailheads. Sweeping in fast. But mostly very small, delicate nailheads. Arranged on the vamp or quarter to form a decorative design with harmonious motif between vamp and quarter. Some on platforms, too. Buttons still very predominant, with no sign yet of decline. More decorative than functional. Name your size, shape or material of button and it's good.

Brushed leather shoes the big Fall talk in men's footwear. More styles than ever will be made with such leathers, and with good sales promise. Male consumers are not so rigidly conservative as men's shoe manufacturers have long lulled themselves into believing. The Bold Look is expected to hang on one more season, then begin to peter out. Rugged looking notched welting will be a prominent feature of such shoes; also contrasting stitched welting. Darker leather colors. Looks like last year's mahogany will be replaced with wine and cherry shades. Look for more military strap effects with large buckles to emphasize the masculine.

Chief note in infants' soft footwear is stress on colors, mostly pastels, with white, blue and pink far in the lead. Colored contrast stitching also to be featured. Infant's hard-sole footwear continues to be chiefly elk, most popular colors being white, maroon, dark green and navy blue; also two-tone browns, and black suede-patent combinations. Chief gripe about this footwear is that soles are too rigid. Says one prominent chain store buyer, "It's shameful that little tots still have to 'break in' their new shoes because of soles that resemble

wooden planks. Mothers are rebelling, and justifiably."

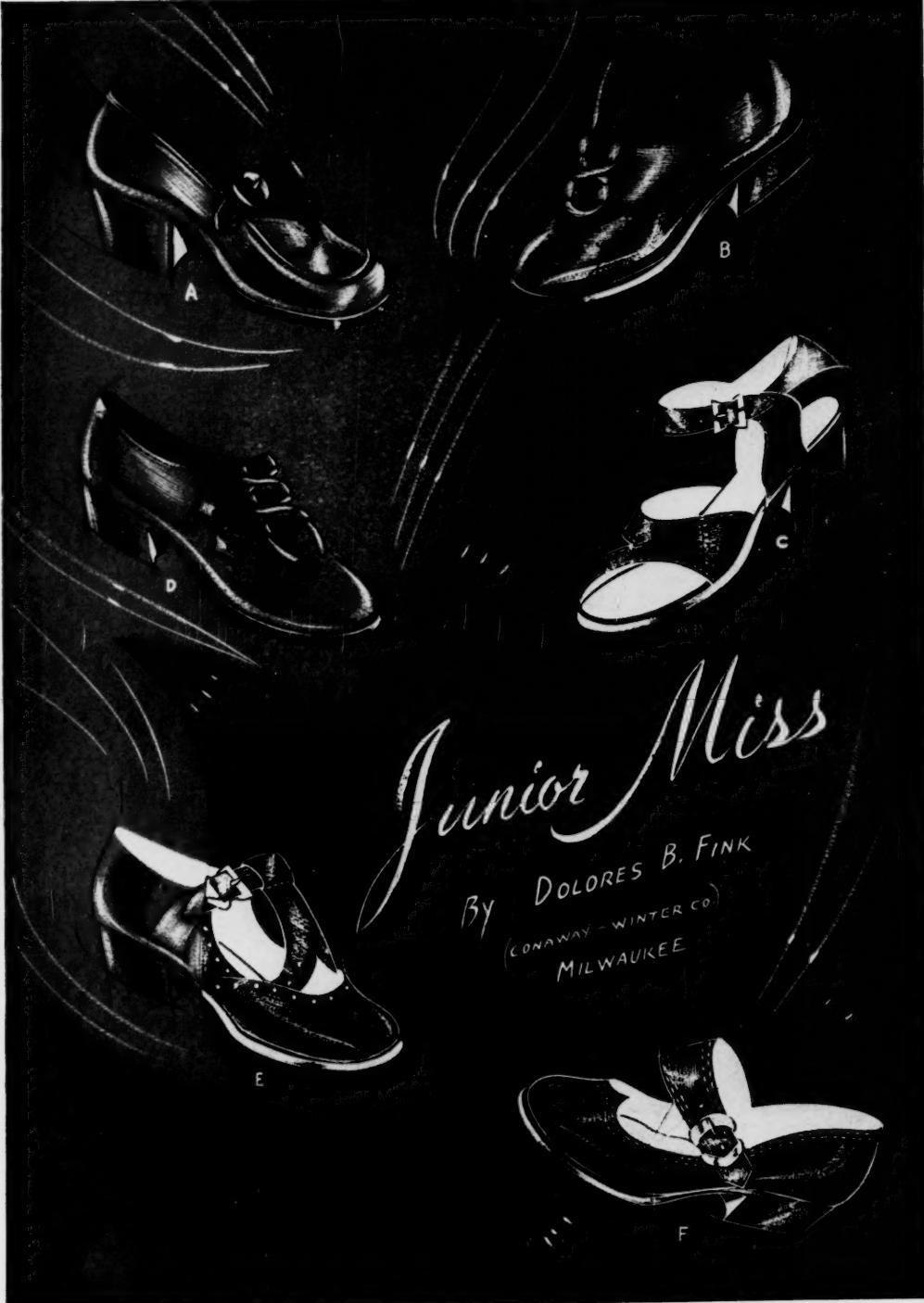
Hottest item for teen-agers is the chukka shoe that will be worn with "Levi's" and blue jeans. This is a semi-high cowboy-like boot with flat heel, round toe, extension sole with wheeled edges, the upper fancy-stitched, with wide adjustable strap and buckle. Dress shoes for teen-agers will follow pretty closely adult patterns, with mild modifications and, of course, lower heels. Leading colors for loafer types will be copper, rust, woodland green, reds and blues. Saddle oxfords making very strong comeback. However, now the saddles will feature bright color combinations, two-tone or multicolor.

Revolution in boy's footwear styles. And about time. Key-note is the rugged, bold look. These have been hard to get. So the kids—we get reports—have been buying men's heavy work shoes, cutting off the tops, and applying their own ingenious decorations to "dress them up." A wide open market here for modified ski and cowboy boots—eliminating the high heel and pinched toe of the cowboy boot. Decorative effects accomplished with flashy trim, heavy saddle stitching, brass eyelets, metal hooks and buckles (silver especially, and even silver tips on adjustment straps. Also ghillie ties and tricky straps. Use of heavy leathers, unlined, with rawhide trims. And high backstays used for "grippers." Soles of heavy leather, crepe or hard rubber. And storm welting on wide extension soles. Some of these ideas are illustrated by the designs of Alice McCallister, in this issue.)

The Fall style picture, particularly as applies to men's and women's footwear, is in a strange condition. There will be an avalanche of "new" styles, yet there is nothing really new that has come to the surface. An almost traditional lethargy afflicts the men's style field. The same old turning of the crank to turn out the same old styles, slightly modified but far from inspiring. The pair you bought ten years ago are quite in style today—an indictment against the men's shoe branch not because of any lack of creative ability but a sorry absence of promotional sense to inspire male receptivity to appreciably new styles.

Women's styles continue to be "mongrelized"—borrowing a bit from one style here, another there, and presto! what is presumably a "new" shoe. But no basically new shoes have made their appearance yet. And nothing that is spectacularly new, in a popular sense, in materials or colors. It looks as though footwear, in its present state of "suspension," is serving primarily a functional or utilitarian purpose: something to cover the feet and look "nice" at the same time. But not enough fashion inspiration in certain types yet to motivate buying for style features chiefly.

Maybe in a couple of months it'll all pull out of the doldrums. Meanwhile, perhaps its the current lethargy in the style situation that is partly, if not largely, the reason for the relative lethargy in shoe business.



A

Vamp treatment applicable to oxford types; one-strap with open effect moccasin treatment.

B

Ghillie with reversed leather colors—all brown elk or all white elk.

C

A sun sandal, applicable to any solid color, or two-tone.

G

Monk strap; in reversed leather with top-grain trim.

H

Playshoe; in two-tone or multicolor, stitched edges.

**H**ERE are classic examples of forthcoming popular types for the Junior Miss set. They are the essence of childish charm and naivete: low-throated ghillies, sunny-day sandals, monk straps, and one-strap models. These treatments are enhanced by the combination of reversed and top-grain leathers, and by use of various materials and colors.

The new and daring design ideas applicable to some women's styles must be modified in children's or misses footwear to provide the essential factors of fit and foot health plus cost practicabilities for the manufacturer. These are wholly incorporated here—yet with sensible applications of novelty touches to create the vital element of eye-appeal.

D

Open-throat ghillie; reversed leather and top grain trim, or brown and grain combination.

E

Wide T-strap, stitched and perforated vamp and quarter edging; in patent or two-tone.

F

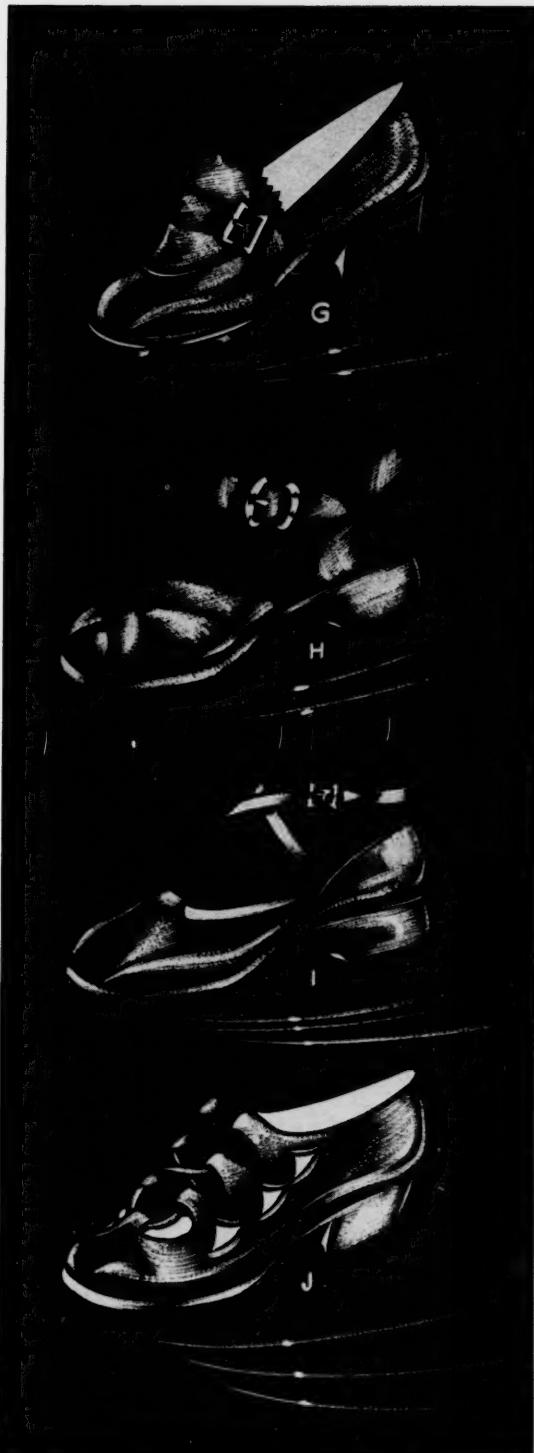
Wide single strap with pointed throat; effective in patent.

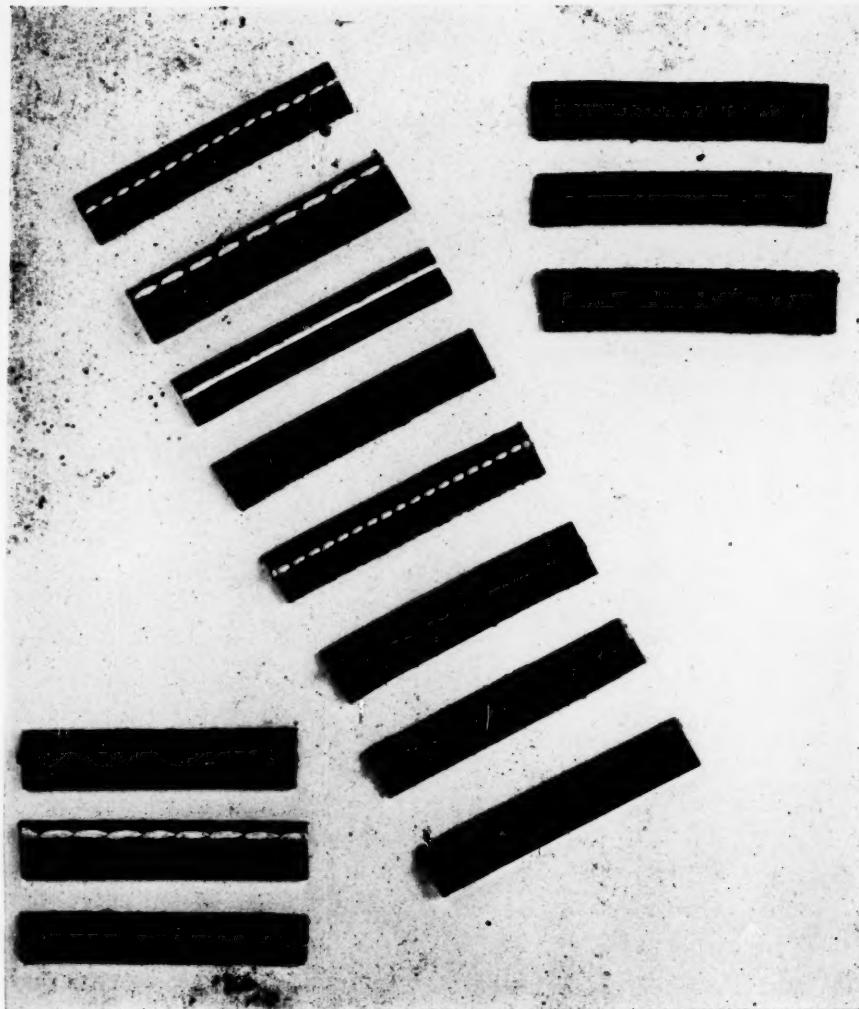
I

Grecian effect casual; in reversed leathers or patent.

J

Low throat ghillie, lined or unlined, in solid color or combination of colors.





## Creative Welting

Welting is due for a larger fashion role than ever, what with the new shoes containing extension soles, spade soles, walled and square-toed lasts, the Bold Look, the western influence, and other popular style themes. Welting has gone style conscious for all types of shoes, no longer associated alone with the rugged look but dressed with esthetic effect that makes the eye see the shoe from the sole up rather than only from the upper down. In short, welting is designed to catch the eye and contribute an important fashion factor of its own. And here are a number of new Fall ideas in welting.

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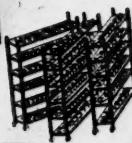
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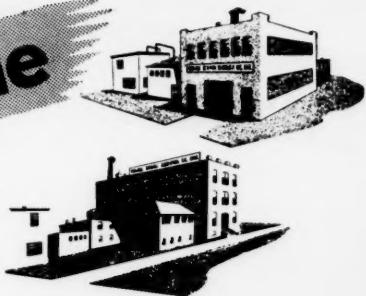
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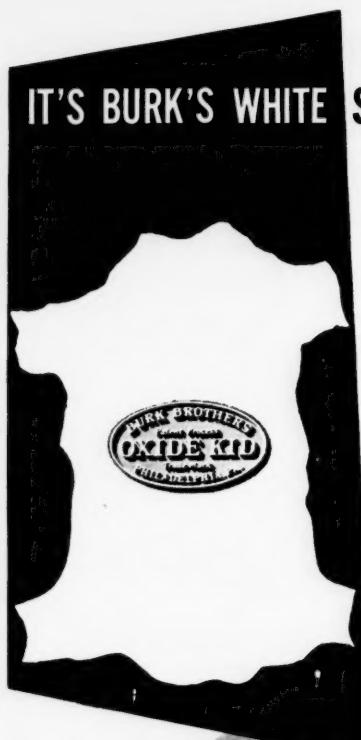
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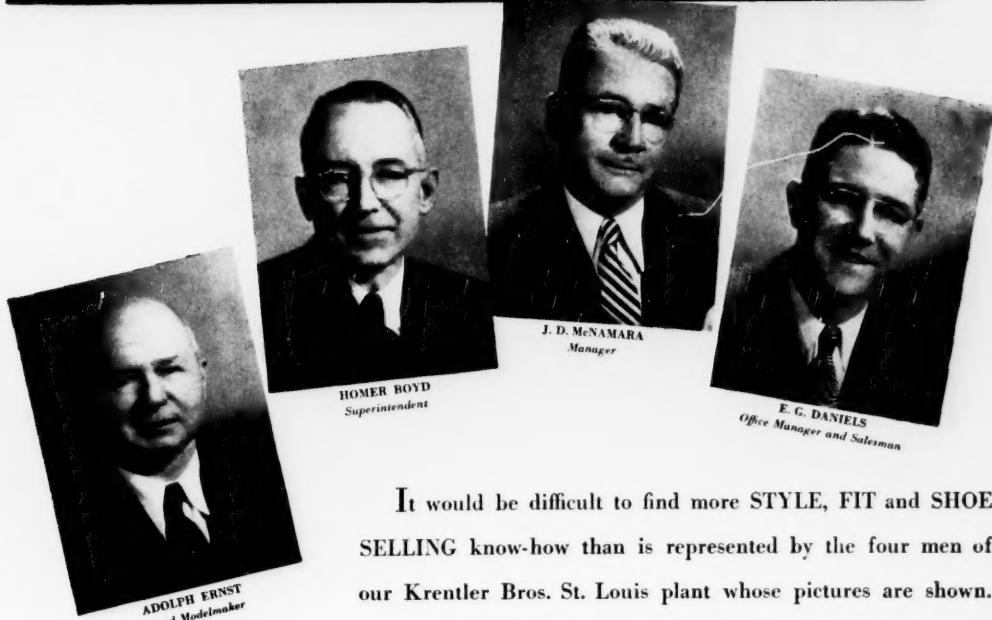
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